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Food Advertising to Children

George Moscone

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FOR IMMEDIATE RELEASE
May 21, 1975

A Senate Resolution asking the federal government to restrict or ban advertising that is detrimental to the nutritional well-being of children has been approved in the Senate Health and Welfare Committee.

The measure, by State Senate Democratic Leader George Moscone (D-San Francisco/San Mateo) asks the Federal Communications Commission and the Federal Trade Commission to limit or get rid of television advertising that may contribute adversely to children. The resolution points to the general impressionability of children, the fact that they watch a great deal of television during daytime hours and requests federal agencies to intervene.

Senator Moscone is Chairman of the Senate Subcommittee on Nutrition and Human Needs, which has held hearings on the subject.

"We found that a number of neatly packaged food products---products that do absolutely nothing nutritionally and may even be detrimental---subsist on television advertising," said Senator Moscone. "What we are doing is expressing the intent of the California Senate that those agencies having the power to intervene in a bad nutrition situation do so," he concluded.

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